

This book is organized in five parts. In part one Cane Koteski explains natural geographic characteristics of east region in the republic of Macedonia. In the second part Zlatko Jakovlev describes Sport tourism as the most important alternative form of tourism. In the part three Biljana Petrevska writes about tourism as a factor of contribution to the regional development: the case of east region of Macedonia. In the fourth part Aleksandra Zhezhova writes about the contemporary challenges of entrepreneurship and tourism communication achievements in function of modern tourism. In the last fifth part Mimoza Serafimova debates around entrepreneurship in Macedonia conditions and challenges.

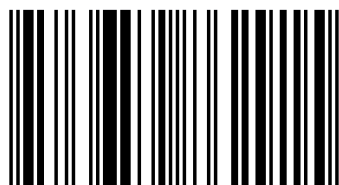
tourist events in the east Macedonia



Cane Koteski  
Zlatko Jakovlev  
Biljana Petrevska

# Determining tourist events in east region of the Republic of Macedonia

Cane Koteski was born on 01-07-1964 in Prilep, R.Macedonia. He obtained his BA, MA and PhD degree in 2010 at the Institute of Geography of the Faculty of Natural Sciences at the University of Cyril and Methodius in Skopje, Department of Geography Teaching. Since 2008 he works at University Goce Delcev-Stip, R.Macedonia.



978-3-659-86291-5

Koteski, Jakovlev, Petrevska

 **LAMBERT**  
Academic Publishing

**Cane Koteski  
Zlatko Jakovlev  
Biljana Petrevska**

**Determining tourist events in east region of the Republic of  
Macedonia**



**Cane Koteski  
Zlatko Jakovlev  
Biljana Petrevska**

**Determining tourist events in east  
region of the Republic of Macedonia**

**LAP LAMBERT Academic Publishing**

## **Impressum / Imprint**

Bibliografische Information der Deutschen Nationalbibliothek: Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über <http://dnb.d-nb.de> abrufbar.

Alle in diesem Buch genannten Marken und Produktnamen unterliegen warenzeichen-, marken- oder patentrechtlichem Schutz bzw. sind Warenzeichen oder eingetragene Warenzeichen der jeweiligen Inhaber. Die Wiedergabe von Marken, Produktnamen, Gebrauchsnamen, Handelsnamen, Warenbezeichnungen u.s.w. in diesem Werk berechtigt auch ohne besondere Kennzeichnung nicht zu der Annahme, dass solche Namen im Sinne der Warenzeichen- und Markenschutzgesetzgebung als frei zu betrachten wären und daher von jedermann benutzt werden dürften.

Bibliographic information published by the Deutsche Nationalbibliothek: The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available in the Internet at <http://dnb.d-nb.de>.

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Coverbild / Cover image: [www.ingimage.com](http://www.ingimage.com)

Verlag / Publisher:

LAP LAMBERT Academic Publishing

ist ein Imprint der / is a trademark of

OmniScriptum GmbH & Co. KG

Bahnhofstraße 28, 66111 Saarbrücken, Deutschland / Germany

Email: [info@lap-publishing.com](mailto:info@lap-publishing.com)

Herstellung: siehe letzte Seite /

Printed at: see last page

**ISBN: 978-3-659-86291-5**

Copyright © 2016 OmniScriptum GmbH & Co. KG

Alle Rechte vorbehalten. / All rights reserved. Saarbrücken 2016

# **DETERMINING TOURIST EVENTS IN EAST REGION OF THE REPUBLIC OF MACEDONIA**

**Cane Koteski**

**Zlatko Jakovlev**

**Biljana Petrevska**

## Table of Contents

Cane Koteski .....	4
I. NATURAL GEOGRAPHIC CHARACTERISTICS OF EAST REGION IN THE REPUBLIC OF MACEDONIA ..	4
1. Introduction: .....	4
2.2. Relief.....	7
2.3. Air .....	8
2.3.1. Air temperature.....	9
2.3.2.Precipitation .....	10
2.3.3. Fog and snow .....	11
2.3.4. Sunny glow .....	11
2.3.5. Relative humidity .....	12
4. Flora and fauna .....	18
4.1. flora .....	18
4.2. Fauna .....	20
5. Mineral resources.....	22
6. Natural and cultural - historical heritage .....	25
7. Environmental protection .....	28
Zlatko Jakovlev .....	30
II. SPORT TOURISAM AS THE MOST IMPORTANT ALTERNATIVE FORM OF TOURISM.....	30
1. Concept and definition of alternative tourism.....	31
2. Sport tourism.....	35
Biljana Petrevska .....	41
III. TOURISM CONTRIBUTION TO REGIONAL DEVELOPMENT: THE CASE OF EAST REGION OF MACEDONIA .....	41
1. INTRODUCTION .....	41
2. LITERATURE REVIEW .....	43
3. BACKGROUND MATERIAL.....	45
4. METHODOLOGY .....	47
5. ANALYSIS, RESULTS AND DISCUSSION .....	48
6. CONCLUSIONS, FUTURE CHALLENGES AND RECOMMENDATIONS .....	58

Aleksandra Zezova.....	66
IV. CONTEMPORARY CHALLENGES OF ENTREPRENEURSHIP AND TOURISM COMMUNICATION ACHIEVEMENTS IN FUNCTION OF MODERN TOURISM .....	66
3. Emergent forms of modern tourism .....	71
4. Characteristics of the tourism market .....	72
5. Information technology aimed at tourism .....	73
6.1. The impact of the Internet and information system users of tourist services .....	76
6.2. Process of adopting the new tourist offer of tourist destinations.....	78
6.3. Analysis of the process of acceptance of tourist offer.....	80
6.4. The impact of the Internet and information systems in the operation of tourist entities .....	87
CONCLUSION.....	89
Mimoza Serafimova .....	93
V. ENTREPRENEURSHIP IN MACEDONIA CONDITIONS AND CHALLENGES .....	93
1. SMALL AND MEDIUM ENTERPRISES.....	94
1.1. General characteristics of SMEs.....	94
1.2. Advantages of SMEs .....	95
1.3. Problems faced by SMEs .....	96
1.4. SMEs in Macedonia .....	97
1.5. Small and Medium Enterprises in Macedonia .....	98
2. General information about scars and economy of Macedonia .....	99
2.1. Entrepreneurship and entrepreneurial values.....	100
2.2. The impact of subcultures of pretpriemnichkiata economy.....	101
2.3. Snapshot on access on Entrepreneurial Values in Macedonia .....	103
2.4. Analysis of statistical data on (un) employment in Macedonia .....	104
2.5. Analysis of the recruitment process in Macedonia.....	106
3. PRETPRIEMCHI WOMEN IN MACEDONIA .....	108
3.1. Supporting female entrepreneurship in Macedonia.....	109